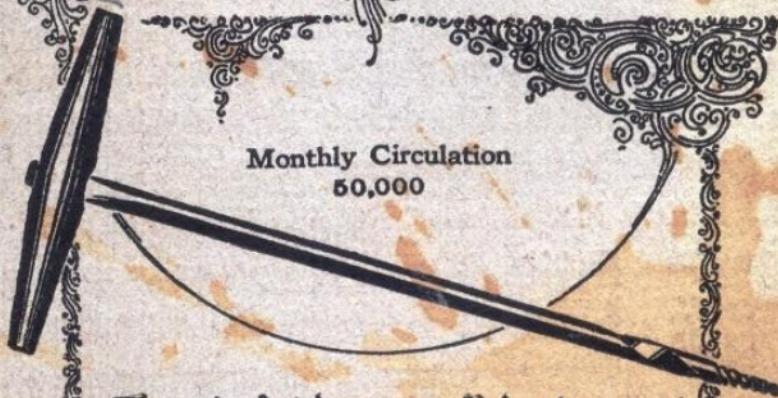


The Gimlet



Monthly Circulation
50,000

The gimlet is a small instrument
with a point

October, 1912

- Damages 10 Cents per annum - ~~no~~
- We need the money - There may be more numbers - That all depends - ~~no~~
- This is real second class stuff that pays first class postage - No post offices entered.

LET'S STUDY THE PROPOSITION

NATURE works out her plan for the development of a species or a race apparently *regardless of the individual*. To survive the flower, plant, tree, animal or man must be strong enough to resist changing conditions, *or must get in line with them*.

This is just as true in the business world. If we as individuals haven't the power to mould conditions, then we show our wisdom by adjusting ourselves to business changes and making the most of them.

Some of us did not want Parcels Post. But a limited form of Parcels Post will soon be here. Let us show our wisdom by studying out how we can use this new condition to help our business.

Original—that out by

Mike Kinney

Teamster and Editor.

DIAMOND EDGE
Silver Plated Ware

Is made on highest grade 18 per cent Nickel Silver base; full hand burnished and warranted to carry 25 per cent more silver than standard plate.



FRANCAIS PATTERN

The above illustration shows the beautiful Francais pattern, the latest and best selling line we carry. Has French gray finished handles.



ROSEMARY PATTERN

This is an extremely popular pattern; has French gray finished handles, and all bright parts are highly burnished.

Both these patterns can be furnished in all the usual pieces of flat ware.

SPOONS ARE ALWAYS APPROPRIATE

as presents. We carry a very complete line of all the popular patterns and styles. All our sales are guaranteed to give satisfaction. The quality of our goods may be depended upon. We will be delighted to show our lines if you will call, or we will mail circulars and prices upon request. Drop us a card or telephone.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet



Rome Coffee Percolators

WHY not educate your trade to make coffee in a percolator instead of a coffee pot?

Rome Percolators are fast popularizing this method of making coffee. They are made according to the Rome high standard of quality. The best scientific principles are combined with the most improved methods of manufacturing and the finest material.

These percolators, while made right, are at the same time priced to make them popular.

No. 1223—4 cups.....	per dozen, \$28.00
No. 1224—6 cups.....	per dozen, 32.00
No. 1225—9 cups.....	per dozen, 36.00

Usual Trade Discount

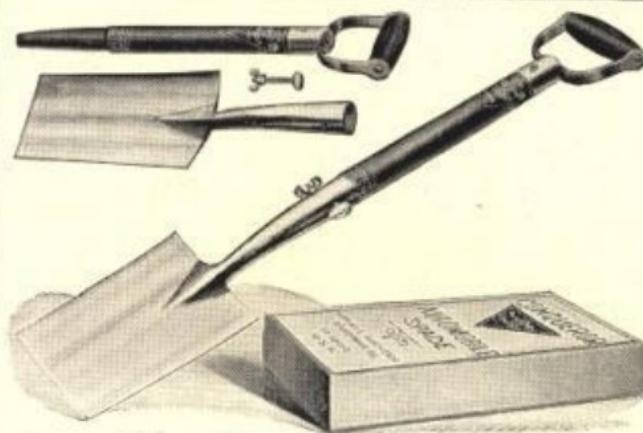
YOU MAY NOT BE A SUFFRAGETTE

But anyhow, if you have a husband and are on to your matrimonial job you will give him good "percolated" coffee. Men don't want much these days—we are backed off the boards—we are intimidated—but we do insist upon having two things—a good cup of coffee and just a little time to read the daily paper in peace. The woman who neglects her coffee is getting ready to be lonesome! Hear me?

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet



Something New in Conqueror Spades

This new style Spade is made for automobilists. It takes apart so it can be carried in the tool box or under the seat. Total length over all, 29 in.; length when taken apart, 16½ in.; size blade, 9½x6 in. Each spade packed in an individual box. Blade made in one piece of the same quality as all Conqueror Shovels.

No. CAS — Polished Blade.....	Per dozen, \$21.00
No. CASN — Full Nickel Plated	" " 30.00
Usual Trade Discount	

ONE FARMER OUT OF EVERY HUNDRED

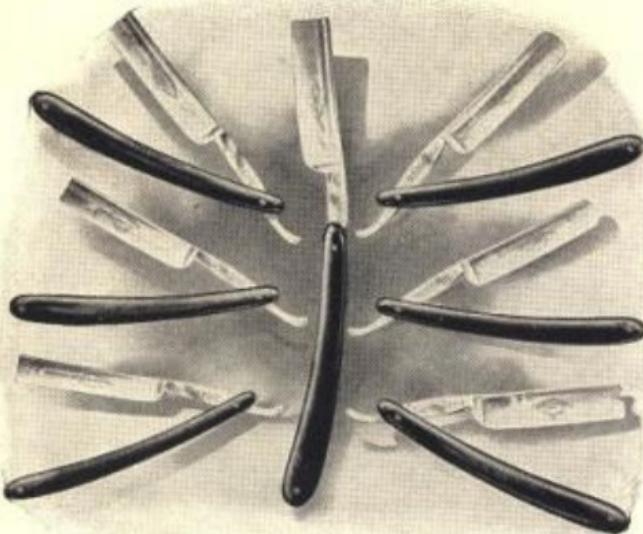
Owns an automobile. Every farmer who owns a machine can go four times as fast or four times as far in the same time as with horses.

A machine helps the farmer's buying power because it increases his buying field. We carry a very good line of auto supplies and we will be glad to order for quick delivery any special items we do not stock. Drop in and look over our motor supply catalogues.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet



DIAMOND EDGE RAZORS

For years and years we have been selling Diamond Edge Razors. Their popularity is evidenced by a constantly increasing demand for them. The latest addition to the assortment is No. 17. This razor combines the good points of the Old English wedge shape and the more modern concave blade.

Order a few and you will find it a mighty popular pattern.
No. 17—Black handle; all widths.....Per dozen, \$27.00
Usual Trade Discount

THERE WAS NOTHING NEW

In razors for four thousand years, until the safety was invented. Safeties are all right, but they are troublesome to clean and keep in order. Many men prefer the old-fashioned kind and the sale of safeties is not seriously affecting the sale of the old razors. But we can fix you up in good shape either way. One thing is sure, there is more regular shaving now than ever before.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"



PROTECT YOUR HOME WITH A COLT

For rapidity of fire and deadly accuracy the Colt Automatic Pistol is without a rival. It can be fired as fast as you can pull the trigger. The Colt handle allows for a firm grip and compels accuracy. The Colt advertising campaign has created a demand for Colt Automatic Pistols everywhere. Dealers should stock them and secure the benefits from this advertising.

	Each
25 caliber—Vest Pocket Model.....	\$20.00
32 caliber—Pocket Model.....	26.00
380 caliber—Pocket Model	30.00
38 caliber—Pocket Model	34.00
38 caliber—Military Model	36.00
45 caliber—Government Model	37.00

Usual Trade Discount.

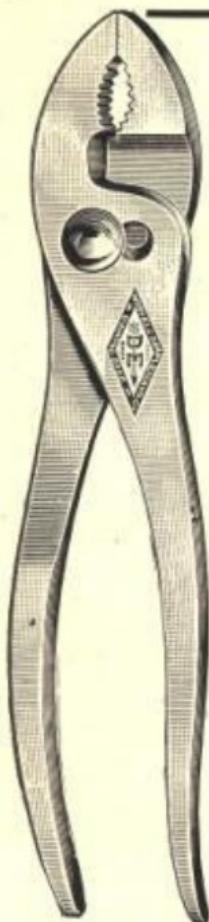
THE NEXT TIME

You are in our store, let us show you the "last word" in automatic revolvers. "Last word" isn't so bad when we cogitate that if a burglar happens to find he has been perforated like a sieve by an "automatic" he will have to hump himself to get in a few "last words."

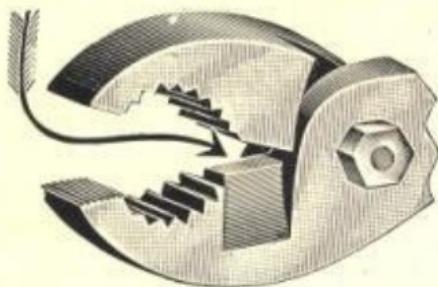
In these days of "cranks" all of us may not have a convenient speech in our pockets to stop bullets. What is home without a Colt? M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

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*Follow the Arrow to
the Powerful Cutters*



Diamond Edge Pliers

No. DEX7.—Best Quality Drop Forged Steel; Full Nickel Plated and Polished, Oil Tempered Cutters; Hardened Jaws, Face of Jaws Scored; Milled Pipe Teeth, Large Button Head Bolt and Nut; Length 7 inches; Takes Pipe $\frac{1}{8}$ to 1 inch.

Per Dozen.....\$9.00

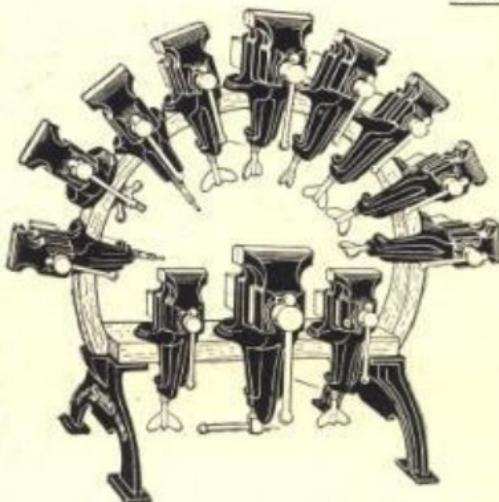
USUAL TRADE DISCOUNT

WE CARRY ONLY THE BEST

Tools in all lines—tools come very close to every man who uses them. Only civilized man has learned the art of using tools. With tools he increases his skill and strength. No good mechanic will ever be happy until he has a "kit" of the best tools made. We devote special attention in our store to tools—we have experienced clerks—and we will take great pleasure in showing you all the latest tools out

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"



TO INCREASE YOUR SMALL VISE BUSINESS, PUT IN
A LINE OF

"JERSEY" VISES

THEY are strong, serviceable tools and have long been popular with both mechanics and amateurs. The SCREW (body, head and collar) is in one piece turned from cold rolled steel and has a square lathe cut thread. The steel Jaws are hardened and all Jaws are ground to insure that they meet squarely when tightened. Both back and front Jaws are filed to fit. Made with either Clamp or Swivel Bases; with iron or steel Jaws, and in six sizes.

	Each
No. BX12 Assortment—Consisting of 12 VISES and Display Stand -----	\$20.00
No. BX18 Assortment—Consisting of 18 VISES and Display Stand -----	36.00
Usual Trade Discount.	

WHAT A WORLD OF USES

You will find for one of these small Jersey Vises. Put one of them in your tool box, on your work bench or in the kitchen table drawer and it will come in handy nearly every day in the week. In this assortment are several different sizes. Come in and pick out the size that suits you. We have them nicely arranged on a Display Stand, so it will be easy for you to select just what you need.

M. K.

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Diamond Edge POCKET KNIVES

These illustrations show some of the newest patterns in the Diamond Edge line. Every Diamond Edge Knife is made of genuine Firth English Steel, and fully guaranteed. All salesmen carry samples.

THERE ARE 40,000,000 BOYS AND MEN

In the United States and all of them carry some brand of pocket knife. If you would ask every man you meet to show you his knife, you would be surprised to see how many are carrying the "Diamond Edge" brand.

The best advertising in the world is that that goes from mouth to mouth about the satisfaction given by goods of quality. The best advertisers of Diamond Edge Knives are the users.

M. K.

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DON'T OVERLOOK JUVENILE BICYCLES for your Holiday Trade

Every year there is a shortage of Juvenile Bicycles during the holiday season. We have stocked up heavily on

Rugby Juvenile Bicycles

and believe we can take care of all orders. But to be sure you get them, why not send your order at once for either immediate or future shipment.

Rugby Juvenile Wheels have no equal in looks or serviceability

	Each
No. 301—20-inch. Boys'	\$28.00
No. 303—24-inch. Boys'	28.00
No. 305—26-inch. Boys'	29.00
No. 302—20-inch. Girls'	29.00
No. 304—24-inch. Girls'	29.00
No. 305—26-inch. Girls'	30.00

Corbin Coaster Brakes attached to any of above, extra, \$6.50.
Usual Trade Discount.

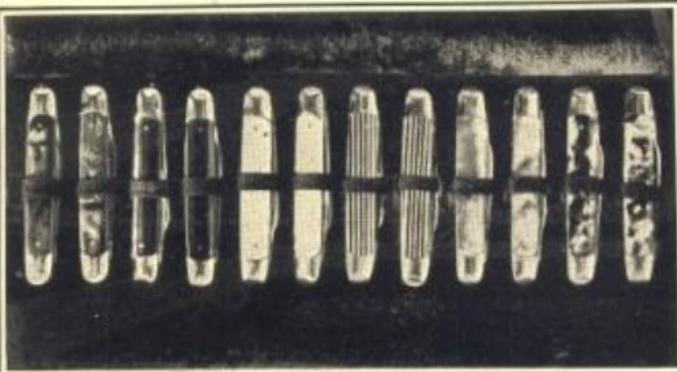
WHEN THEY ARE WANTED

That's the time to have the goods. We haven't a "car load coming"—we have the goods **on our floor**. Come around and fit the legs of that boy or girl to a "bike." Say—dad—honest—you won't be here always—you can't carry any "dough" with you. Better scatter a few smiles among the kids. Their troubles will come soon enough. I would rather be loved by children than be a director in the City Bank.

M. K.

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Diamond Edge Pen Knife Assortment

This assortment consists of twelve Diamond Edge two-blade Pen Knives packed in a canvas back, green silk plush-lined roll. These knives have pyralin indestructible handles, which is better than pearl. Six different colors, two of each kind in the assortment. Blades are made of the celebrated Thomas Firth & Sons English steel, the finest cutlery steel known. Have fancy German silver bolsters and are finely finished throughout. All fully warranted.

No. 2S406AC—per assortment, \$9.00

Usual trade discount

REAL PEARL IS EXPENSIVE

And is getting scarcer every day. It is really quite remarkable how pearl has been imitated in these knives. They put up a very handsome appearance at a moderate price, and imitation pearl is quite a curiosity, therefore these knives are interesting.

The plush-roll idea of displaying knives has "caught on" very well—it gives them a rich and oriental background. M. K.

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DIAMOND VELOCIPEDES

Have rigid steel frames, large barrel hubs, with outer bearings. Steel Tired Velocipedes have stationary handle bars. Rubber Tired Velocipedes have adjustable handle bars.

With Steel Wheels.

No. 420—16x12-inch wheels	Each	\$2.50
No. 421—20x14-inch wheels	"	3.00
No. 422—24x16-inch wheels	"	3.60
No. 423—26x16-inch wheels	"	4.20

With Rubber Tires.

No. 420½—16x12-inch wheels	Each	\$4.80
No. 421½—20x14-inch wheels	"	5.40
No. 422½—24x16-inch wheels	"	6.00

Usual Trade Discount.

NAPOLEON ON HIS ARAB CHARGER

Was no prouder than the boy with his first velocipede. How times change. Velox equals speed; pede equals foot. Foot-speed equals Velocipede. Are you next to the simile? Boys who play are not vicious. Cultivate the playing habit in your boys. When they sit around and mope—danger—look out!

Get them out in the open—sunshine and fresh air are the great purifiers.

M. K.

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CHAFING DISHES

All made of heavy copper, nickel plated, complete with alcohol lamp. All have a capacity of three pints.



No. 393—Mission Style.
Each \$17.00



No. 260—Colonial.
Each \$12.00



No. 220—Each \$10.00



No. 3—Each \$6.00

Usual Trade Discount.

We carry a large and varied assortment of this class of goods. Prices quoted upon request or see our salesman.

WHEN YOU USE A CHAFING DISH

Your place in the world is becoming marked. You are getting to be an epicure. You have graduated from the frying pan. Some one has said the chafing dish is a frying pan with a college education.

Therefore, a present of a chafing dish suggests all kinds of pleasant things—nice little suppers. Say, Jennie, where is that beer and cheese?

M. K.

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The Gimlet

NAME REGISTERED



A MONTHLY MAGAZINE FOR
HARDWARE BOSSES AND THEIR CLERKS

Vol. V

OCTOBER, 1912

No. 9

Address all Communications to

MIKE KINNEY, Teamster and Editor

c/o NORVELL-SHAPELIGH HARDWARE CO.

ST. LOUIS, U. S. A.

Subscription Price — — — — 10 Cents per Annum

A WIDER FIELD OF SERVICE

An Essay about the New Work of *The Gimlet*.
By Mike Kinney, Teamster and Editor.

THIS little instrument with a point, called *The Gimlet*, that you are now holding in your hand, will create something of a sensation in the trade. This *Gimlet* that you are now reading is destined to mark a new era in hardware merchandising.

The new idea and the new plan which I will outline in the following pages have been germinating for many months past.

Other *Gimlets* have been more or less tiresome—I assure you that they have often made me weary—but I want

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you, as one of the fraternity of weak-minded retail hardware merchants, to be patient and read this *Gimlet* through carefully from cover to cover. I promise you in advance that it will give you something to think about. I am not smart; I am just a common ordinary teamster, and sometimes I am a little bit slow in getting to the point. Knowing this I will ask you not to become discouraged, but to read carefully and patiently because there is a new idea in this *Gimlet*; there is a germ the consequences of which will have a far-reaching effect in the sale of hardware and other lines of goods.

Most house organs die a-borning. They start out with hope and enthusiasm. They immediately tackle all the problems with which the great minds of the world have struggled for forty centuries. They settle these problems off-hand. After awhile they run out of "juice;" they appear at infrequent intervals. Then time elapses and they do not appear at all. So ends the life of the average house organ ignominiously.

With *The Gimlet* it has not been thusly. This little house organ has now been running for five years. Volume VI. will start with the February, 1913, number. When *The Gimlet* made its *debut* none of us here in the house dreamed that it would last so long. We were not sure of it ourselves and so we printed on the front cover, and still print there. "There may be more numbers—that all depends."

The Gimlet did not start out with hope and enthusiasm. It started in uncertainty and doubt. Maybe you would like to know just how the *Gimlet* did happen to have a beginning. The writer of these words, though only a teamster, has all of his life had a literary leaning. This has been one of my several pronounced weaknesses. It is one of those peculiarities that has given my near and dear

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friends great pain. But enough of this. Suffice it to say that for many years I wrote general letters to salesmen. Some of these letters were good, many were otherwise. But these letters were somewhat different from the ordinary run and the boys stood for them and maybe occasionally they were inspired by them to do better work.

Anyway, one day a salesman said to me: "Mike, it's too bad that a lot of the dope you put into general letters couldn't reach our customers. While you are writing the good stuff for the salesmen you might as well be writing it for the trade." This salesman passed on, not knowing that he had left a seed buried deep in my mind that germinated and brought forth *The Gimlet*—"a monthly magazine for hardware bosses and their clerks."

For five long years, in season and out of season, on time and mostly behind time, *The Gimlet*, following the suggestion made by an obscure salesman, has made its visits to hardware merchants and their clerks. With very little effort or attention on our part our subscription list has grown from a few thousand to 50,000 names. After a while voluntary subscriptions came from all parts of the world. *The Gimlet* now goes to almost every civilized and uncivilized country on earth. Sometimes when I, as a common teamster, think of all the people who read what I write, it gives me a nervous thrill. I have to put this thought aside or I will lose my naturalness, get away from my shipping platform and drift into fancy literary style.

The Gimlet having uncertainly and hesitatingly developed from a monthly letter to traveling salesmen into a magazine for retail merchants, is now going to take another long leap into the dark; in fact, it has already taken

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that leap. All the numbers of *The Gimlet* after this one will go to thousands and thousands of consumers. By February first there will be 200,000 subscribers to *The Gimlet*—this means *The Gimlet* will be read by 1,000,000 persons. *The Gimlet* in future will go not only to retail merchants but to every class of men and women all over the world who are interested in hardware, cutlery and sporting goods. You see, my dear friends, *The Gimlet* is in the line of evolution. Everything must either go forward or retrograde; nothing in this world stands still.

Of course I know I haven't the legal mind. At times when I am writing or talking the most seriously, some story will bob up in my mind and I must get rid of that story or I can't continue my thesis to its logical conclusion. The other day I heard a talk by Mr. Hugh L. Cooper, the engineer of the Keokuk Dam. No, he isn't a locomotive engineer. He plans a thing while the other fellow does the work. Mr. Cooper struck a responsive chord in my breast when he said that he believed in doing everything in the most natural manner possible. He said that things that were natural, that followed nature, generally stood the test of time, while things that were artificial soon came to grief. He illustrated his point by telling the following story:

A down East college man went to one of those Kansas agricultural colleges to take a degree in scientific farming. He was told to take a stool and a milk bucket and go down to the barn and milk "Bossy," the gentlest cow in the bunch. He asked how he should milk her and the manager of the farm replied: "O, just milk her in the regular, natural way." So our college athlete went to the barn. After waiting about two hours the manager wandered down there and was astounded at the sight that met his gaze. Bossy's erstwhile gentle eyes were red with anger and she waved

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her tail like a mad lion on the plains of Abyssinia. The beautiful XX milk bucket was mashed out flat. The stool was badly battered. The college man stood in the barn with his clothes almost torn from his back. "Why, what's the matter?" cried the manager. The college man wiped his bleeding nose with the back of his hand and delivered himself in these words: "I would like to see the red-headed son of a gun who can make that cow sit on that stool." Well, we'll just let it go at that.

For thirty days past the salesmen of the Diamond Edge emporium have known the secret. They have been taking subscriptions to *The Gimlet* from retail merchants for the retailers' customers. In the last number of *The Gimlet* we referred to this new idea. We thought at first we would keep it a secret indefinitely, but someone has suggested that unless we outline our plan, the next thing we know some other house will come out and steal all of our thunder. They will try to work up a similar plan and they will tell the trade that they thought it out all by themselves. Therefore, if you will just be patient and continue to peruse these lines, I will tell you the whole story and all the reasons why and wherefore.

On January 1, 1913, we are going to have the new zone system of parcels post. You no doubt know just what this is, but for fear you don't, I am going to give you the concrete facts.

For a rural route or for city delivery Uncle Sam will deliver a package up to 11 pounds in weight for 5 cents for the first pound, and one cent for each additional pound, making a total charge for the 11 pounds of 15 cents. Now please don't get mixed up on this. These rates apply only for

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rural routes and for city delivery. Then Uncle Sam has adopted the zone system and the following table covers these zones and their rates:

		First Pound	Additional Pound	Each Eleven Pounds
Rural Route and City Delivery.....	\$0.05		\$0.01	\$0.15
50 mile zone.....	.05		.03	.35
150 mile zone.....	.06		.04	.46
300 mile zone.....	.07		.05	.57
600 mile zone.....	.08		.06	.68
1000 mile zone.....	.09		.07	.79
1400 mile zone.....	.10		.09	1.00
1800 mile zone.....	.11		.10	1.11
Over 1800 miles.....	.12		.12	1.32

All of us who pretend to work our think tanks know that this parcels post system is going to make great changes in trade; that it is going to help some merchants and hurt others. The question is, just who it will help and who it will hurt. While I have been driving my wagon and delivering hardware I have given this matter quite a considerable amount of thinking. I have also discussed it with some of the high-brows in the trade. There are a few conclusions that we have reached and I am going to outline these so that you can disagree with me if you want to.

The zone system of parcels post, if properly used by the retail merchant, should be an advantage to him. Of course you know that I have been fighting parcels post, but I have been fighting the general parcels post. I have never been afraid of the zone system except in so far as I thought it might be an entering wedge that would ultimately lead to a general parcels post.

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Now if our legislators at Washington will just leave the present parcels post system alone, I believe that, in the main, it will work not only for the convenience of all the people of the United States, but also for the good of the intelligent, energetic, progressive retail merchant.

With this new system the retail merchants in the larger cities can have all of their goods delivered in town at a very small cost by Uncle Sam.

Towns on rural free delivery routes can have their deliveries made along these routes by the Government at a very small cost.

Very few strictly retail merchants do business in a territory beyond fifty miles of their town. Therefore, the average retail merchant, if he is properly equipped to advertise and push his business, should derive advantage from the city delivery, the rural route delivery and the low rates for delivery in the 50-mile zone.

Right here let me inject another thought that is quite germane to this subject. In the old days when farmers used horses to go to their trading points, the average farmer would not travel more than five miles. As a result, you will notice that in almost every county the little trading towns are usually ten miles apart, each town having its trade zone in a diameter of ten miles; that is, five miles in each direction.

But now the automobile has come into use. Especially in the Northern States, many prosperous farmers now own automobiles. More automobiles are being bought by farmers every day. What is the result? A farmer with an automobile can, in the same time, travel four times as far as he could with horses. In other words, he can now go twenty miles in the same length of time it formerly took him to cover five miles. Therefore, in those States where the farmers are buying automobiles they will not hesitate

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to go twenty miles or farther to do their trading. Hold this in your mind and a little later on you will see where it has a bearing upon this question.

There is another fact that investigations have developed lately. In counties where the population is 20,000 or less, the census reports indicate that the country districts, the small towns and the large towns all grow in population in about the same ratio. But upon looking up the records for the past twenty years, in a large number of counties in the Central and Western States, the surprising discovery is made that when the population of the county passes 25,000, a change immediately takes place. The country districts often stand still and the small towns usually retrograde, while the large cities in the county show a heavy increase in population.

Does this fact not strike you as being very significant? It must have several meanings. To me, one of these meanings is that with increased facilities for travel and the distribution of merchandise by railroads, interurban lines and automobiles, it will be only natural for the consumer to seek the best market with the greatest variety of goods. I do not think there is any getting away from this fact. I do not see how this tendency can be checked.

On top of this condition we are going to have city delivery, rural route delivery and 50-mile zone parcels post delivery to still further help those retail merchants who will grasp their opportunities and go after the trade in their 50-mile zones.

It does seem to me—but, of course, I may be wrong, as I am only a common teamster—that these conditions indicate a battle for the survival

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of the fittest in the retail trade. This battle will not only mean that goods must be bought right, but that the retail merchant will have to develop a high degree of salesmanship. He will have to carry a good assortment of goods, of a kind that will draw the trade of his zone. His store, his show cases and his show windows must be attractive so that they will appeal to the eye and the understanding of his customers. Not only will the retail merchant have to do these things, but he will have to advertise in the most direct and interesting manner.

Here is where my thinking begins to take form. How can the average retail merchant advertise to his trade in a direct and forceful manner? He cannot afford to maintain an advertising department. He cannot afford to get out an individual catalogue. He cannot well afford to employ the necessary help to mail out these catalogues or circulars each month.

Then this idea percolated into my alleged mind. If it was a good thing to write general letters to salesmen, posting them on our lines of goods and exciting their interest and attention; if it was a good thing to continue this work in *The Gimlet* by mixing in a little fun, but still giving information about our house and our goods to our retail customers, then, why would it not be a good thing to enlarge the field of service of *The Gimlet* by making certain changes in it and by so doing have it carry the same information, the same selling talks, the same more or less wise sayings and more or less amusing stories direct to the consumer who buys from our customer? This appeared to me as being a natural and to-be-expected development.

Therefore, we wrote each of our salesmen on

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this subject. For a month past they have been giving the news to their trade. They have been taking lists, consisting of thousands and thousands of names of consumers to whom *The Gimlet* is to be sent. The idea has already made a hit, and it's only up to me to carry it out to a successful conclusion by writing the proper kind of dope to interest the farmers, the mechanics, the city people and the country people and their families in *The Gimlet*. As so many people in all walks of life have been interested in *The Gimlet* in the past, is it not reasonable to believe that if given an opportunity to read *The Gimlet* your customers will also be interested in it?

It will be necessary for us to change the style of some of our articles. In future we will not write articles that are, in the main, interesting to only the retail merchant and his clerk. Our articles will assume a broader and more general style. But in the future, as in the past—while we may tell amusing stories, while we may write about our travels—you will find that, after all, the object of *The Gimlet* will be to sell and advertise hardware. But hereafter, instead of trying to pull business from the merchant, through our salesman, to the Diamond Edge emporium, *The Gimlet* will be written in a manner to pull business from the consumer through the zone system of parcels post, over the rural free delivery route; by city delivery, through the stores of our retail customers; through our salesmen and our mail order department, to the Diamond Edge emporium.

Do you grasp all that this idea means? *The Gimlet*, instead of being our official organ, will also be the official organ of every retail merchant who cares to use it. It will be your mail order catalogue going regularly each month to your customers. It will pull trade for you.

"DIAMOND EDGE IS A QUALITY PLEDGE"

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But I can see that you are becoming a little impatient. You want to know just what the details of this plan are. Let me try to work them out so that there can be no misunderstandings.

First of all allow me to say that the Norvell-Shapleigh Hardware Co. are not going into the catalogue house business. We are not going to sell to consumers direct. All of our efforts in this plan are to work solely and only through the retail merchant. If we wanted to go into the mail order business we would do so and make no apologies to anyone. But we are very well satisfied with our business just as it is. We think we understand the jobbing business and we have not the slightest desire to change from a jobbing house to a mail order house. Of course we know that when our competitors hear of this great innovation in the use of *The Gimlet* they will immediately cry: "Why, don't you see that the Norvell-Shapleigh Hardware Co. are getting these lists of consumers from the retail trade all over the country because they are preparing to go into the mail order business?" If you hear this story let me say to you in advance that all that kind of rot emanates from a diseased and disordered competitor's imagination.

The plan that we propose is not only perfectly natural, but is very simple. Any retail merchant can send us a list of not less than 50 names and we will mail *The Gimlet* each month for one year—in the middle of the month—to this list of names. Our charge will be 10 cents per name. This means 12 issues of *The Gimlet* for 10 cents. As *The Gimlet* is a house organ, and as we do not

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enjoy the privileges of the second class postage rate, it costs us 1 cent to mail out each copy. So, you see, we lose 2 cents on postage on each subscription. How do we get even? Simply on the advertising that our house and our lines of goods receive. We believe this is the most direct form of advertising we can get. You are reading *The Gimlet*. Then, according to the new system, not only will you read *The Gimlet* each month, but your customers will also read it.

On every order of not less than 50 names that is sent to us we will print the name of the retail merchant on the front cover, like this:

Compliments of
JONES HARDWARE CO.,
Jonesville, Mo.

In addition to this, if you will send us, with your list of names and addresses, some of your firm letter heads and envelopes, we will mail a form letter, signed by your company, to each of your customers, advising him that you have subscribed to *The Gimlet* for him for next year. So there will be no misunderstanding, I below reproduce this form letter:

Dear Sir:

It gives me great pleasure to advise you that I have subscribed for, and will send you with my compliments, a copy of *The Gimlet* for a year.

You will find this little booklet a most entertaining and instructive piece of literature—one which all the members of your household will read with a great deal of pleasure.

In addition to the reading matter, this booklet will contain a large variety of different arti-

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The Gimlet

Monthly Circulation
100,000

The gimlet is a small instrument
with a point

December, 1912

• Damages 25 Cents per annum -
Compliments of

The Stone Hardware Co.
Sturgis, Ky.

The cover of a *Gimlet* as mailed to a merchant's list of customers.

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cles of superior merit, which we shall be pleased to furnish you from our stock or have mailed to you direct.

The Gimlet will reach you regularly once a month, and we hope that you will not only enjoy its contents from a literary standpoint, but that you will study carefully the articles advertised therein and allow us to serve you.

Yours truly

JONES HARDWARE CO.

We will do the work of typewriting and mailing out these form letters, but we naturally ask the privilege of charging the postage to you.

The regular price of subscriptions to *The Gimlet*, commencing on February 1, 1913, will be 25 cents per annum. We will charge this price to everybody except those merchants who send us club orders. Therefore, your customers, when they receive *The Gimlet* and see the price, will reach the conclusion that you have invested 25 cents in their happiness and welfare for the coming year.

Club orders for *Gimlet* subscriptions will only be taken in multiples of 50—that is, 50, 100, 150, 200, etc. This is necessary because the addresses will be written out on an addressing machine. These addresses are already being handled in lots of thousands, and we cannot go to the trouble and expense of adding small odd lots of names.

We suggest to every merchant who wishes to have *The Gimlet* mailed to his customers that, if he orders 50 subscriptions, that he send us a list of, say, 35 or 40 names, and then have us send the extra *Gimlets* to him in a sepa-

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R. BLUMENSTEIN

HARDWARE AND SADDLERY

Braeside, Ills., Dec. 1, 1912.

Anton Holtzweaver,
Braeside, Ills.

Dear Sir:

It gives me great pleasure to advise you that I have subscribed for, and will send you with my compliments, a copy of the GIMLET for a year.

You will find this little booklet a most entertaining and instructive piece of literature - one which all the members of your household will read with a great deal of pleasure.

In addition to the reading matter, this booklet will contain a large variety of different articles of superior merit, which we shall be pleased to furnish you from our stock.

The GIMLET will reach you regularly once a month, and we hope that you will not only enjoy its contents from a literary standpoint, but that you will study carefully the articles advertised therein and allow us to serve you.

Yours respectfully,

R. BLUMENSTEIN.

A letter mailed by us on our customer's letter head to his customers announcing that he will send them the Gimlet.

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rate package each month so that he can mail out single copies or give them away in his store. This point is quite important. Don't overlook it.

As I have stated before, this will be the last number of *The Gimlet* written to merchants. This *Gimlet* will be followed within a week by our Christmas number, written for CONSUMERS. The Christmas *Gimlet* will be mailed out not later than the first week in December, and it will be the November number. The December *Gimlet* will follow in the latter part of December, and the New Year's *Gimlet* will come out in the middle of January. After that each month's *Gimlet* will come out regularly—rain or shine—about the 15th of the month.

The new *Gimlet* will be printed on somewhat lighter weight paper and will contain 16 more pages. These pages will be used for advertising various lines of goods.

Here is an important point we wish especially to impress upon the minds of the retail hardware merchants of the country. *The Gimlet* will not advertise our own lines of goods exclusively. We, of course, expect occasionally to refer to the DIAMOND EDGE line, but it will be the definite policy of the new *Gimlet* to call attention to a general variety of goods that are in demand of the retail merchant, as the retail season for these goods comes 'round. Therefore, a dealer who may not carry DIAMOND EDGE goods will not find any cause for embarrassment if he has *The Gimlet* mailed to his customers, because a general

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line of manufacturers' brands will also be advertised.

It is our plan to handle this new *Gimlet* proposition in a broad-gauged and liberal manner, and we do not hesitate to say that one of our main reasons for making this offer to the trade was that it seemed to us we had in *The Gimlet* a practical means the retail merchants and this house could use in combating the growing influence of the mail order houses.

On many goods in these new Gimlets we will enter retail prices. We will be careful, however, not to enter prices on very competitive articles, nor other prices that will be out of line in far-away territories where freight rates are high. We will take all of these things into consideration and our customers may rest assured that experienced men will handle this question of prices in a manner that will be satisfactory to the trade. If we make any mistakes they will be immediately apparent to all of our customers, and we will expect guidance and criticism from the retail merchants who will be in partnership with us in carrying out this plan.

Two points have already been raised on which there must be a clear understanding:

(1) If a retail merchant should receive an order for an article written up in *The Gimlet* that he does not carry in stock, we will—on the instructions of this retail merchant—send this article by express, freight or parcels post, direct to his customer. We will prepay transportation charges if so desired. We will bill such goods direct to our customer. *But we will never, under any circumstances whatever, send a bill to the consumer, nor will we assume any obligation to collect from the customer*

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of our customer. We hope we make this point entirely clear. We will ship direct to your customers on your orders in the future, as we have in the past, but all correspondence and all billing must be to you.

(2) We will not fill any orders direct from consumers—not even if they are accompanied by the cash, or sent with the request that we give the profit on the sale to our customer. All orders and remittances direct from consumers will be returned to them with the request that they order their goods through the merchant from whom they receive *The Gimlet*. In this matter we must take an arbitrary stand. We do not desire to have any dealings direct or indirectly with *consumers*, and we are taking this stand because the whole object of this new plan is to do our level best to keep the tide of business coming through the local merchant and not in any way to educate the consumer to buy his goods direct from the large cities.

The development of the parcels post system will lead to the sale of more goods by catalogues, pamphlets and circulars. It will lead to a greater amount of advertising being done, not only by national advertisers but by retail merchants also. The manufacturer, the mail order house and all others who sell direct to consumers, will make an effort to get closer to them and take advantage of the parcels post, and the only method of doing this is by advertising, by catalogues and by circulars.

All the great advertising mediums in the country, such as the magazines and the newspapers, have clearly seen this, and for that reason they have been in favor of parcels post. As you are aware, we opposed the introduction of this system to the best of our ability; but now that an initial parcels post law is with us, it is the part of wisdom for our salesmen, for our customers and for us to do

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our best, with the facilities we have, to take advantage of the situation and not get left in the great change that will take place in trade.

When *The Gimlet* has on its circulation list the names of more than 200,000 consumers, it will be a powerful factor in fighting mail order house competition. But both our salesmen and our customers must realize that in order to be powerful *The Gimlet* must have a great circulation among consumers. As matters now stand, there is not a newspaper or magazine in the country that will give the local retail merchant a square deal, because they are all out after national advertising, and they are full of the manufacturer-direct-to-the-consumer idea in buying. *The Gimlet* will give the retail merchants' side of the question, and with such a large subscription list among consumers it will reach a class of people with whom these arguments will do the most good.

Be very careful in securing these lists to see that the names are written out plainly and spelled correctly. Also be sure to see that the right initials of a man are given. Where you have typewriters, have the lists written on them. It will be a dubious compliment to a customer to have *The Gimlet* mailed to him with his name spelled incorrectly or his initials not right. Also be sure that the correct Postoffice and Rural Route number is given.

So here ends *The Gimlet* as a magazine *only* for hardware bosses and their clerks, and here we take up a greater and wider field of work by using *The Gimlet* as a means of bringing about closer and more friendly relations between the retail merchant and his customers.

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In future *Gimlets* we will write articles showing that the retail merchant performs a *real* and necessary service in his community and that he is not the unnecessary "middleman" and a parasite on his neighbors that some advertising-hungry magazines try to lead the consumers of the country to believe.

Not only will *The Gimlet* help in your community by moulding opinion on the subject of "distribution," but it will make friends for you by visiting your customers every month with bright and attractive matter, and last, but not least, it will increase your sales by calling the attention of your customers to all lines of seasonable goods.

The Gimlet will do all these things for you at practically no trouble to you—only a list of names—and at a cost of two cents per subscription less than the postage, and no charge whatever for the magazine nor the labor of mailing.

YOU CAN'T BEAT IT.

This is our brand of "GOOD SERVICE"

Yours truly

Mike Kinney

Teamster and Editor.

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RECAPITULATION

How to Have *The Gimlet* Mailed to Your Customers.

1. Send us your list of names and addresses. (If possible have type written.)
 2. New *Gimlet* will be Christmas number. (All about Christmas and Holiday goods.)
 3. Volume VI. starts February number.
 4. *Gimlet* will be mailed middle of each month.
 5. Price, 10 cents—12 numbers—per subscriber.
(Postage alone costs us 12 cents.)
 6. Send your envelopes and letter heads and we will write your customers—see letter outlined in article—actual postage only charged.
 7. *Gimlet* and stamps *net cash* No two per cent cash discount. We will render bill.
 8. No list of names less than 50 accepted. All lists must be in multiples of 50—50, 100, 150, 200, etc., etc.
 9. No odd lists of names taken. Single subscriptions, 25 cents each.
 10. We will send goods on your orders to your customers, but we will not bill direct or collect from consumers.
- If interested, read leading article.

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A LETTER WRITTEN BY A YOUNG MISS AT A FASHIONABLE "FINISHING SCHOOL" TO HER CHUM.

October 9th, I mean 11th, 1912.

DEAREST GRETCHEN:

The school is real nice here and the girls are *very* nice but, of course, I was homesick at first.

I saw the first World's Series game! Do you wish to hear about it? Allow me to proceed in slang because I *must* have some vent for my pent-up feelings, *somewhere*. Uncle Gus tipped me the wink that he could grab two tags for the big show on Tuesday, if I could work the head boss of the Brain Factory for a lay-off on said Tuesday. Did I get him? When there is a ball game in the atmos and me good old Unc coughs up for two slips at five bones per? Would I lay me down to sleep with a mama's baby grin dividin' me map? You being wise, I ask you, does it sound like little Willie?

Well, after a ten minute gabfest with the before mentioned Proprietor of the Prudend Poils of Perfection, the day was mine. At 8.30 a. m. on Tuesday, little me was doing the horse trot over to the R. R. station with some top scenery that ud nock the spots off the Rue de la Paix, and me inner tubes singing like steen Carusos. We was met at the New York dock as we grizzleyed off the water wagon by David. Davy is the new engineer of our gasoline carriage. He's got a mug like the map of the Great Desert with about as much landscape trimmin' to it. Say, the Big Dooins was some event, take it from me. We slanted the landscape from the balcony and we

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had a view. Before the bell we was down in front snappin the Rube and Matty, etc., with our little photo-box. We got a rose of Matty when he was gazin with his Belladonna Orbes over at the sun bath section.

There was thoity-five thousand yowling yips there and they done their handle noble, believe me, and little Willie was right along with the rootin'! "Aw, you hunk of cheese, wot a you think dis is? A Pink Tea? Don't stand there gawkin' like a boiled onion, steal man, steal!" Of course, you know that Tesreau, the one with a figure like an animated hay-stack, who propells the moist pill, and Old Doc Crandall, slung the sphere for Gotham. Little Joey Wood, who owns a shape like a Broadway Chorus Goil, dittoed for the bean-eaters. Your'e wise to the sad rag, 4 to 3, so why repeat?

Well, we was side-tracked back to this Coop of Canned Culture as soon as Tris Speaker busted the game with his three-bagger, and all the Giants had slashed the ozone, to masticate some more mush of magnanimity, and believe me, bo, we did not reverse with church bells on.

Say kid, little Willie is wise to the gaff that boarding school aint all its' cracked up to be, not meanin the skoits, of course, who is regular California Peaches, but meanin the rules which puts the muffler on your doin a harmless little Bunny-hug to get the eats digested. Miller Huggins aint allowed.

Well, I must close now because I have to start to dress for dinner. If you think this was slangy, you ought to see what I wrote Fanny. I know she won't be able to read it. Love to Everyone.

MAMIE.

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THANKSGIVING

Written expressly for *The Gimlet* by a Hardware Man who is too modest to allow his name to be used.

For health, for strength, for happiness,
For peace of mind and wholesome food,
For clothes to warm, for eyes to see, and hands to do,
For feet to go on friendship's errand,
For minds to think, for country's peace,
For bounteous crops by Nature's lavish hand bestowed,
For business, pleasure, profit, gain,
For family ties, for children, home,

And love of money such as our needs require,
For friends and enemies to make friends of for life,
For liberty, for children's prattle and for sage advice,
For exuberance of youth, for rest for tired men,
For season's changes, for sunshine and for rain,
For hope to spur us on for strength to greater things
achieve,
For charity, for temperance, for pleasure,
For pain to teach us humbleness and fortitude,
For learning, travel, for close contact with men,
For loyalty, for joy, and for sorrow to relieve,
For strength the weaker to assist,
For patriotism, love of country, home, and hope of
Heaven,
For anger smothered and for kind words expressed,
For science's advance and for bread and meat,
For country's honor and prosperity,
For kind advice from kindly friends,
For justice, mercy and for truth,
For the hand gently on a brother's shoulder laid,
For words of comfort and of cheer,
For freedom of speech and press,
For charity, for brotherhood of man,
For this and all of these, great God, we give our thanks.

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THIS PARTICULAR GIMLET

Is not a literary treat—IT MEANS BUSINESS. There are no pictures. Our artist is working on the Christmas number.

This *Gimlet* is not intended to please—it's not even amusing—it won't be a bit funny to your competitors and ours. It means a big leap forward in progress, and they are left sleeping at the switch wondering why they did not think of the plan first.

Next year your customers will receive a New Year's *Gimlet*—greetings and good wishes from you. A Spring Goods number. A Fishing Tackle issue. A Fourth of July celebration. A Hot Summer number. A Harvest *Gimlet*. Stoves and Trimmings. Guns and Ammunition. Labor Day. Thanksgiving—and before you know it, Christmas again.

All just chock full of fun, good will, common sense, wise saws, advice, suggestions, smiles, encouragement and love.

The mechanic will read and smile at his midday meal. The farmer boy will read and smile as his horses rest at the end of the furrow. The banker will read and smile as he opens his mail. The minister will read, smile and make notes for his next Sunday sermon.

And all will think kindly of you and your firm if *your name* is printed on the cover.

Think it out and hurry in your list.

Yours,

Mike Kinney

Teamster and Editor.

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HOW TO COOK A HUSBAND

In this progressive age of ours, so wise we all are growing,
A hint for cooking I'll give you, well worth the price of
knowing.

Tho' many a housewife may excel in baking, brewing,
frying,
Yet how to cook a husband well, she never thinks of trying.

But first to maidens let me say, when for a husband looking,

Be careful to select a man that's worth the cost of cooking,
And as tastes differ some, you best depend upon no other,
But choose your husband for yourself—don't even trust
your mother.

And don't, I beg, to market go; at home await the vendor.
The specimens brought to your door, are surest to be
tender,

And when you've got him, don't at once produce the
knife and kettle,
Tho' dead in love, at sight of these, he may revive a little.

And now nine chances out of ten, you'll make the com-
mon blunder—

You'll try to make of him a mess to be a nine days' won-
der,

You'll either pack him up in ice or put him in a pickle
Or keep him in hot water, till he isn't worth a nickel.

Don't do it! Dress your man with care—no haste, be
firm and steady,

In flattery let him soak awhile, until the kettle's ready.

Now make a fire that's clear and hot, bid hope and thrift
to feed it,

With love for fuel, it will last as long as you will need it.

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Your large preserving kettle take and fit him snugly in
it,
Don't hurry—husbands can't be cooked nor eaten in a
minute.

If like an eel, as most men are, he'll squirm around a little,
But keep the creature well in hand—don't let him jump
the kettle.

Accept no other woman's help, however neat and trusty;
Be sure the fire's not over hot, lest he grow hard and
crusty.

He'll sputter loud, and snap and siss; don't mind, but
turn him gently;
He'll bounce and scorch you if he can. Just watch the
more intently.

Don't try to make of him a dish too good for mortal
eating,
He wasn't made for angel-food, or else yourself you're
cheating;
So as he fries, just simply add a bit of salt for savor—
A little sugar, not too much, and spice to give him flavor.

Be sure you cook him long enough—you know he's not
a chicken,
And if he proves uncommon tough, you'll need another
stick in;
Don't keep a prodding him to see if he is tender growing,
Just do him brown—don't eat him hot or cool him off
with blowing.

The cooking done, you have a feast for life, and maybe
later.
Don't put him in a family jar nor a refrigerator.
In oil of concord he will keep, sweet, wholesome and
delicious,
For "human nature's daily food" you'll find him most
nutritious. —*Exchange.*

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POLITICS

"Every politician has a remedy. All of the remedies are different."

"If a voter has not a grievance, any competent politician is prepared to supply one."

"Our farmers were never so prosperous. The unearned increment of their land has been enormous and the price of their products high and satisfactory."

"Never was the country more prosperous or the standard of comfort higher. Never was private charity more intelligent, discriminating and far-reaching."

"Every employer is looking for the worker who is able to earn large wages."

"Business is booming; labor is scarce; and orders abundant."

CLOUDS

By Walt Mason

If every day was sunny, with ne'er a cloud in view, we'd soon be spending money to buy a cloud or two. It always makes me weary when people say: "Old boy, may all your days be cheery and bright and full of joy!" If all my days were sunny, existence would seem flat; if I were fed on honey, I'd soon get sick of that. I like a slice of sorrow to hold me down to-day, for that will make to-morrow seem fifty times as gay. A little dose of sickness won't make me whine or yell; 'twill emphasize the slickness of life when I am well. A little siege of trouble won't put my hopes in pawn, for I'll be trotting double with joy when it is gone. Down there in tropic regions where sunshine gleams all day, the fat and lazy legions just sleep their lives away; there every idle bumpkin who in the sunshine lies, lives like a yellow pumpkin, and like a squash he dies. I want my share of changes, my share of ups and downs; I want a life that ranges from crosses up to crowns.

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ABOUT SUGGESTIONS

The New *Gimlet* means a departure into a new and untried field. Fundamentally we are convinced the new plan is sound. We are coming out with the idea at the psychological moment. We, of course, expect to learn as we progress. We will make mistakes. We will welcome criticism. We will welcome good suggestions still more warmly. Let us co-operate, and co-operation means help from both ends of the line.

The interests of our house and of our customers is just the same. If you lose business—we lose it. If you prosper—we prosper. If you are wiped out, we are also on the toboggan.

If we buy right we can sell right. If we overcharge you we cut down your selling chances and so cut down our own sales.

When the jobber is "*eliminated*" then all the retail trade, except the **BIG FELLOWS**, will also be "*eliminated*."

Boil it down. The average retail merchant—and he is 75 per cent of the trade—can not live without the jobber and the jobber can not live without him.

Cork up some of these Wind Jammers who are out for fat jobs—who are trying to bring about ill feelings between jobbers and their customers.

WE MUST STAND TOGETHER.

Original—that out by

Mike Kinney

Teamster and Editor.

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I'D RATHER

I'd rather be a could be
If I can not be an are,
For a could be is a may be
With a chance of reaching par.

I'd rather be a has been
Than a might have been, by far;
For a might be is a hasn't been,
But a has was once an are.

Also an are and am, is
But a was was all of these;
So I'd rather be a has been
Than a hasn't, if you please.

—Selected.

SONG

By Ellen Glasgow

Long, long ago upon another star
I heard your voice and looked into your eyes;
The worlds are many and the way is long,
Perchance I may have missed you in the skies.
But still the memory beckons from afar,
And still I search the faces of the earth
For one I lov'd upon another star.

My feet have followed the eternal quest,
The way that leads through water and through fire.
Somewhere before my soul had come to birth
Mine eyes have seen the face of my desire.
Always I weary of the things that are,
Always my heart is hungry for its dream
Dreamed long ago upon another star.

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NEW STOCKS

Good crops mean new stocks. There will be a lot of them bought. A lot are being bought now. We are selling new stocks every day.

When we land a new stock, it means we give such "Good Service" we put the "diamond hitch" on that customer as long as he is in business.

Do you know what the "diamond hitch" is? Guess you have never been on the trail out West. When you know how to put on the goods with the "diamond hitch" you reach the end of your journey smiling. You don't scatter your assets all along the trail.

We *guarantee* every new stock we sell. If a buyer takes our advice and suggestions on assortment, he can't get "stuck," because, if he gets any "stickers" from us he doesn't have to keep them.

We *guarantee* our prices to be right. If a new merchant has confidence in us, our whole capital of \$2,500,000 guarantees him that he could not do better in prices or assortment anywhere else in this country. Ask any of our customers!

Then, there is this New Gimlet proposition for merchants just going into the hardware business. But what's the use—there isn't space enough here to tell the story. Write us and we will send our salesman.

Mike Kinney

Teamster and Editor.

"*DIAMOND EDGE IS A QUALITY PLEDGE*"

OCTOBER

Was the greatest month in sales in all our history—way back to 1843.

When good times come again, we get *our share*, because in good times and bad times we have always done our level best to give **GOOD SERVICE**.

No, we are not perfect. We are only human. Sometimes we fall down. But we are all the time *trying to do better*. When we fall down we get up, dust off and go at it again.

We must *average up* pretty well, when our sales in October—from one house—ran way up over one million dollars' worth of goods. That's a lot of work when you consider that the average sized jobber's order is only about \$30.00. We surely do receive a lot of little orders to go out by mail and express and they bring down the average.

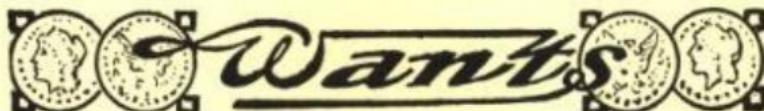
Then, under the new parcels post there will be still more little orders. But it's all right—we are ready to take things as they come. If the rest of you can stand it, we can—and then some.

But the point is, we are *prepared*. We did not know it, but we were getting ready five years ago, when we started *The Gimlet*.

Mike Kinney

Teamster and Editor

"DIAMOND EDGE IS A QUALITY PLEDGE"



In answering these want ads, address THE GIMLET, except where special address is given.

FOR SALE.

Fine up-to-date stock in county-seat town of 4,000 people. Well located and doing good business. Stock will invoice about \$6,000.00—sell for all cash. No dead stock. Rent reasonable. Must sell on account of ill health. Good investment.

Stock of hardware, stoves, etc.—tin shop in connection—will invoice about \$5,000.00, in Kansas town of 10,000. Good trading point and town building up.

\$6,000.00 stock of hardware, stoves, harness, etc., located in town of 1,000 inhabitants, in best farming country in Oklahoma. Must sell on account of other business interests. A good, clean stock. Will sell for cash only—no trades considered.

Clean and up-to-date stock of hardware in good Kansas town. Stock and fixtures will invoice about \$10,000.00 or \$11,000.00. Will make reasonable discount for cash. Good opportunity to get established business.

\$7,000.00 to \$8,000.00 stock of hardware—all nice, clean goods—in Iowa town of 600, on C. M. & St. P. Ry. Can be cut down to \$4,000.00. Will sell for cash only.

Good, clean stock of implements, only invoicing about \$4,000.00, in Central Kansas town of 4,000 people. Good farming country.

Hardware stock—no implement— invoicing about \$12,000.00, in Southern Kansas town of 8,000 people. Will sell for cash only. Excellent opportunity.

Best paying furniture and undertaking business on capital invested, in Oklahoma town of 1,200 people. \$10,000.00 will handle this. Good opportunity.

\$3,000.00 stock of hardware, tinware, in a small town in Southeast Missouri. Tin shop in connection, or will sell hardware and tinware alone. Annual sales, \$10,000.00. Postoffice in same building. Five miles from Mississippi River and Frisco Railroad; 103 miles from St. Louis. Rent, \$9.00 per month. Building 32 x 65 feet.

\$5,000.00 stock of hardware and plumbing goods in good town in New Mexico. For sale on account of death of senior member of firm. Willing to sell at sacrifice. Worth investigation.

Stock of hardware, furniture, paints, oils, etc., together with store building and residence property. Stock will invoice between \$2,500.00 and \$3,000.00. Building and two lots, \$2,000.00. Good bargain.

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet

In answering these want ads, address THE GIMLET, except where special address is given.

FOR SALE—Continued.

Only hardware, furniture and undertaking store in town of 500, in Fayette County, Tex., which will invoice about \$2,600.00. On branch of Southern Pacific Railway. Good opportunity.

Sporting goods stock and fixtures, in one of largest towns in Iowa—invoice about \$10,000.00. Good paying business established. Other business interests reasons for selling.

\$6,000.00 stock of hardware, all clean goods, in one of best towns in Nebraska—2,000 inhabitants. Good paying stock. Good bargain. Party engaged in other business in California, reason for selling.

\$7,500.00 stock of hardware, stoves, all sorts of tools, etc., in Illinois town of 5,000. Old established business. In present location fifty years. Building 22x100 feet—two story. Cash preferred or its equivalent. No trades considered.

\$5,000.00 stock of hardware, in one of best towns in Northeast Oklahoma. Can be handled with very little capital. Building 21x90 feet, with warehouse in rear, 13x40 feet. Rents for \$75.00 per month. Mighty fine proposition for good hardware man.

\$3,000.00 stock of hardware, tools, paints, etc., in one of largest towns in Ohio. All clean and O. K., in good location and doing good business. Other business reason for wanting to sell.

Stock of hardware and furniture, valued at \$7,000.00, in small Oklahoma town of 250 people. Business runs about \$20,000.00 annually. Good opportunity for some one wanting a small business. Good schools and churches.

Good stock of house furnishings, stoves, etc., invoicing about \$5,000.00, in Montana town of 2,000 people. Store building 40x80 feet, with show window. Cheap rent—excellent opening.

In city of St. Louis, stock of hardware, paints, electric supplies, etc.; will invoice \$6,000.00 to \$7,000.00. In good location. Reason for selling, wants to locate in West.

In one of best towns in Northern Indiana, \$18,000.00 stock of controlling interest in a \$30,000.00 hardware stock. One of the best and oldest hardware stocks in city. Our salesman considers this an excellent opportunity. Party wants to locate in California.

One-third or one-half interest in \$18,000.00 stock of hardware and implements, to one who can take charge of books and accounts and can assist in selling. Town in Southern Virginia. Good business—good location.

About twenty Daisy Stove Trucks in good condition, that can be bought for \$1.00 each, to any one taking the entire lot.

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet

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FOR SALE—Continued.

Clean stock of groceries, hardware and general merchandise that will invoice about \$8,000.00. Located in Northern Illinois, on Illinois Central Ry.—200 people. Doing good business, but must sell on account of ill health. Will rent building to purchaser. Terms—cash.

\$3,000.00 stock of good clean hardware and paints, in one of St. Louis' liveliest suburban towns. Population about 8,000. Good schools and churches. Well-established business. Reason for selling, other business requires attention. Rent, \$30.00 per month.

\$10,000.00 stock of hardware, paints, cutlery, etc., on one of the best business streets in St. Louis—in a fast growing section of the city. Well-established business. Reason for selling, wishes to retire from business.

Clean stock of general merchandise in growing town of Central Florida. Highest, prettiest part of the State. Perfectly healthful. Good schools and churches. Well located on A. C. L. Ry. Depot and Lake Dora. Stock will invoice about \$8,000.00. Will rent or sell building.

Old established hardware stock in neighborhood of \$7,000.00. Would take small good residence property and balance in cash.

Complete stock of general hardware. Also only plumbing and tinshop in city. Store building 50x100 feet, with L 30x40 feet. Located on one of the best business corners in a Central Wisconsin town of 3,000 people. On two railroads. Will invoice about \$10,000.00. Will take \$15,000.00 to take the business. No trades considered. Reason for selling, want to retire from business.

\$2,500.00 stock of hardware, furniture and queensware for sale, in small Oklahoma town in Osage County. Only hardware store in town and excellent opportunity for a young man to start in. Goods sell at good profit. Well-established business.

Half of a \$25,000.00 stock of hardware, farm implements and furniture, in a good Texas town of 6,000 population. Fine location. Splendid climate. No trades considered.

\$3,000.00 to \$4,000.00 hardware stock and implements, in town of 1,200 people, in Southern Colorado. Good Farming community. On corner lot. All improvements. Will sell for cash.

Stock of hardware, queensware, enameled ware, etc., in an Arkansas town of 3,000, on the I. M. Ry. Good stand and worth investigation. Reason for selling, owner unable to give same proper attention.

\$6,000.00 to \$7,000.00 stock of shelf hardware, stoves, buggies and a few implements. Nicely arranged stock. Will rent building for term of years, with privilege of buying. An exceptionally good bargain. Located in an Illinois town of 700 people.

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The Gimlet

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FOR SALE—Continued.

Two sections of Warren Shelving—as good as new, only been in use about five months. Will sell at a reasonable price.

FOR SALE OR EXCHANGE.

Stock of heavy and shelf hardware, harness, stoves, cutlery, etc., in South Dakota town. Also building and residence property in connection. Will sell half interest or exchange stock—part or whole—for farm land in Minnesota, Iowa, Wisconsin, Northern Missouri or Michigan.

FOR EXCHANGE.

New Mexico property, consisting of one 4-room residence with 100-foot lot; \$1,000.00 bank stock, in good small town; 240 acres well-improved land near railroad station. Balance cash for \$6,000.00 stock hardware. May include some furniture, implements and harness.

640 acres in Sweetwater County, Wyo., in the great divided basin—valued at \$16.00 per acre. Will trade for stock of hardware. Incumbrance of \$1,000.00, due in five years, at 6 per cent interest.

Eighty-acre farm in Jefferson County, Ill., 20 acres timber, 20 acres in cultivation; balance pasture with living spring. Fences good, hog and stock proof. Small house and barn. Clear of incumbrance—title good. Price, \$60.00 per acre. Will trade for stock of hardware and stoves at wholesale cost. Illinois preferred.

320-acre well improved farm, two miles from Huntsville, Mo.—county-seat town. Owner desires to exchange for Missouri hardware stock.

440 acres of Southern Iowa land to exchange for hardware or general stock of merchandise. Want town of about 3,000, and Iowa preferred. Also 184 acres of land in Logan County, Col., worth \$25.00 per acre—would trade for stock or put in with Iowa land on good big hardware stock.

Excellent 211 4-10-acre farm, in Coast Delt District of Texas—well improved, including plant for irrigation. Near good town. Healthful climate. Diversified farming. For trade for stock of hardware and implements in good live town, worth \$16,000.00. Furniture can also be included.

Ten-room stone dwelling house, in Boulder, Col. Price, \$6,000.00. Incumbrance, \$3,000.00. Will trade equity for hardware stock, located in Southwest Missouri or Southwest Kansas.

"DIAMOND EDGE IS A QUALITY PLEDGE"

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BUSINESS OPPORTUNITY.

We know of an excellent opening in California, where party with \$10,000.00 could buy a good established hardware business. This is one of the best propositions that has come under our notice for a long time.

We know of good opportunity in good Idaho town for party who is thoroughly familiar with the hardware business and has a few thousand dollars to invest; can become member of this firm and manage same. Excellent opportunity and worth investigation.

Splendid opportunity for well posted gun man with capital to invest in the manufacture of fishing tackle business already established in San Francisco.

PARTNER WANTED.

Party in Indiana, with about a \$10,000.00 stock of hardware, wants to sell half interest, as he has other business interests he wants to give his attention to and desires party to take an active part. Or will sell the entire stock, if desired.

In Texas town of 15,000 population, party engaged in tinning business, carries some shelf hardware and house furnishing goods, desires partner with \$2,000.00 to add a full line of hardware. Excellent opportunity and worth investigation.

PARTNER WANTED OR ENTIRE STOCK FOR SALE.

Hardware stock in Kansas, invoicing about \$12,500.00 with fixtures; desire to sell half interest in same to some good man experienced in the hardware business. Annual business about \$40,000.00. Located in one of the best business sections of the town and an excellent opportunity for any one wanting to step into an established business.

HELP WANTED.

Tinner wanted—steady job for sober, industrious mechanic for country shop. One preferred who has some knowledge of plumbing.

Good Iowa hardware concern desires an all around tinner. Also one experienced in furnace work. Will pay good salary to right party.

Party in hardware business in Iowa desires good, first class tinner.

Nebraska concern desires man who can manage their hardware and queensware departments. Must not be too high priced, but good position for right party.

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POSITION WANTED.

We know of good hardware salesman, also first class bookkeeper who desires position in the northern climate on account of his wife's health. This gentleman was formerly in the hardware business and is about 30 years old. Any one wanting an A No. 1 hardware man and book-keeper, address *The Gimlet*.

Young man, age 33, married, desires position with responsible firm. First class general office experience. Also experienced in hardware and gasoline engine lines. Can furnish best references as to ability, habits and standing.

Party with great deal of experience in retail hardware business desires position as manager or buyer in some retail hardware store. Illinois and Indiana preferred. Experienced in window decorating and advertising. 32 years old.

Good, all around hardware man desires position with some good hardware concern in West—Montana or Idaho concern preferred.

Party experienced in hardware business, also window trimming and advertising, desires a position as clerk with some good hardware concern. Can give best of references.

Experienced tinner desires position in country store, in Ohio, Indiana, Illinois or Missouri, as tinner and general man around the store. Can furnish best of references. Middle age—single.

AMANDA'S ERROR

A colored woman, who was called as a witness at a trial in a Louisville court became somewhat excited while giving her testimony. Before she left the stand the judge requested the court stenographer to read the transcript, so that the witness might verify her statements. The stenographer began: "What is your name?" "Amanda Johnson." "What is your age?" "Fifty-eight."—"For de land's sakes, jedge!" broke in the excited Amanda. "Did Ah say Ah was fifty-eight yeahs old? Ah mus' have have been plumb frustrated—Ah shorely mus'. Why, dat ain't mah aige, jedge—dat's mah bus' measure!"

If a man will only tell a woman she is beautiful—she will overlook all of his other lies. —*Smiles.*

"DIAMOND EDGE IS A QUALITY PLEDGE"

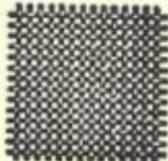
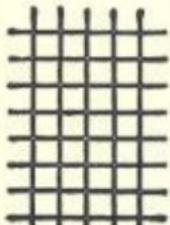
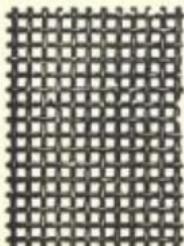
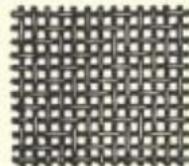
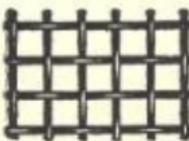
Banner Poultry Fence



We offer exceptional value in this good fence. Substantially made, close mesh, strong, durable, handsome. Well advertised, popular. We will back the DEALER as well as the PURCHASER. Write for our literature and our proposition.

AMERICAN STEEL AND WIRE COMPANY
72 W. ADAMS STREET, CHICAGO

The Gimlet



Clinton Wire Cloth

We make many different kinds of Wire Cloth. We can furnish any mesh from any kind or size of wire.

We carry the largest stock of all the standard grades handled by the Hardware trade, and can ship orders for same at sight.

Quality and Finish unsurpassed and guaranteed.

SEND FOR PRICES

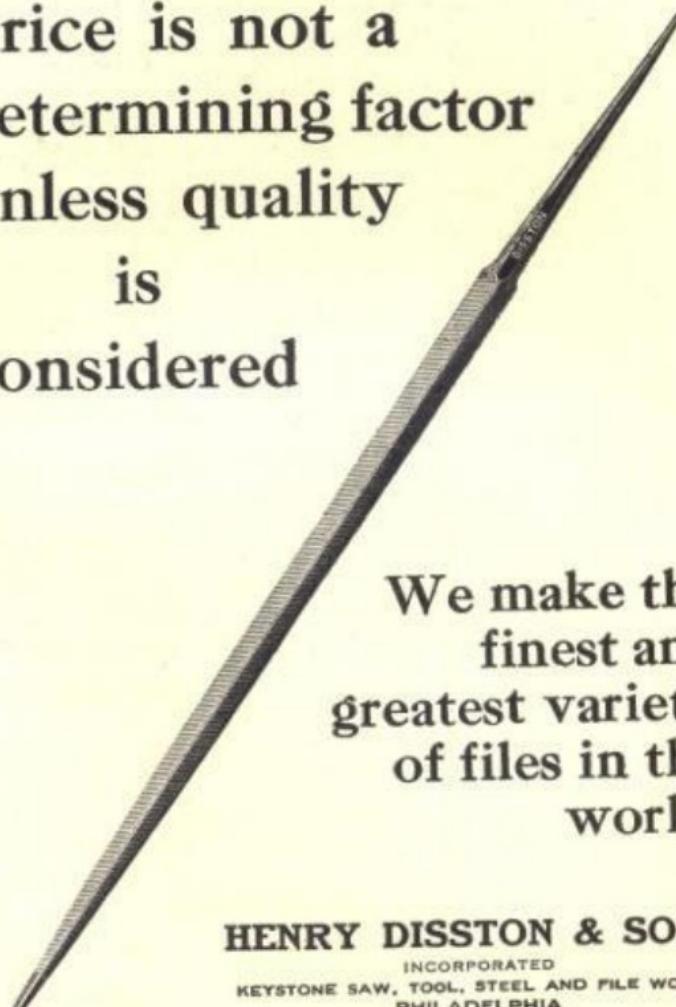
**CLINTON WIRE
CLOTH CO.**

CLINTON, MASS.

Boston New York
Chicago San Francisco



Price is not a
determining factor
unless quality
is
considered



We make the
finest and
greatest variety
of files in the
world.

HENRY DISSTON & SONS
INCORPORATED
KEYSTONE SAW, TOOL, STEEL AND FILE WORKS
PHILADELPHIA

The Gimlet

ON THE
FIRING
LINE

G. A. HDKP,
Columbus,
Ohio



TRAP SHOOTING At the Gun Club

Is a Pleasure to its Members and
Profitable to Dealers

1912 is noticeable for the decided increase in membership of gun clubs and consequent impetus given to the "sport alluring"—trap shooting. Our Gun Club Organization Department is most helpful in forming new and reviving old clubs whose members need shot shells loaded with



SPORTING POWDERS

guns, accessories and clubhouse equipment.

Trap shooting is a constant outlet for ammunition and other shooters' supplies. There's no "closed seasons" to interfere with trap shooting—targets and loaded shot shells are in daily demand at the gun club. Join the ranks of dealers alive to the profits attained by activity in trap shooting. Ask for our aid—it's free. Address Department 13.

E. I. du Pont de Nemours Powder Co.

America's Pioneer
Powder Makers

Wilmington, Del.

This Page is Worth
Three Numbers of the

HARDWARE DEALERS' MAGAZINE

We Want You to have a chance to know what
we believe to be the Best Hardware Magazine.

If you are not a subscriber, let us have your name and address and we will send you, without charge, the next three issues of the Hardware Dealers' Magazine.

If you are a subscriber, write in the blank below, the name and address of some Hardwareman and we will send the numbers to your friend.

HARDWARE DEALERS' MAGAZINE, New York City.

Kindly send as per offer above three numbers.

Name _____

Address _____

The Gimlet

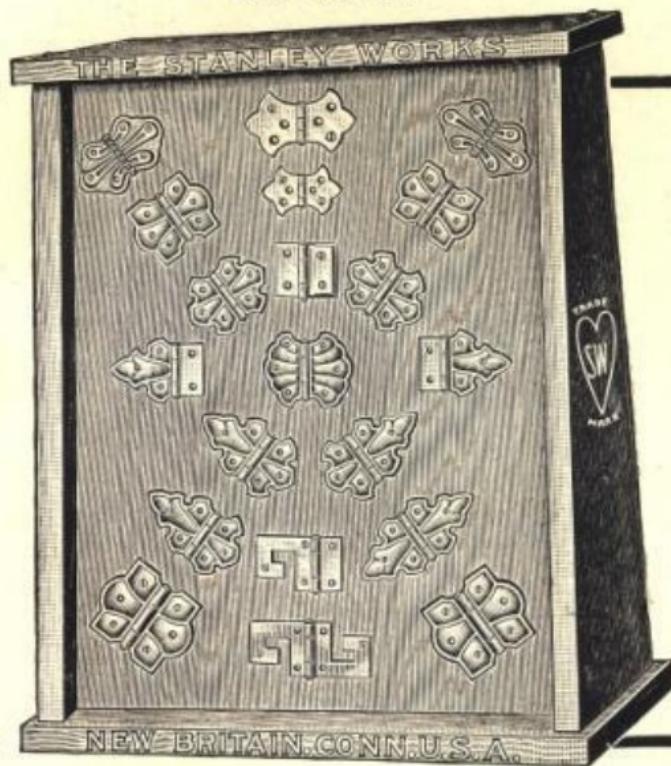
Keep
Special Tabs
on
COMMUNITY SILVER AND RELIANCE PLATE
sales and see how
profits pile up for you

Both Community Silver and Reliance Plate are sold only on a restricted price basis, hence cut-throat competition is avoided and every sale counts - yields a sure and generous profit.

ONEIDA COMMUNITY LTD. ONEIDA, N.Y.

The Gimlet

STANLEY'S ORNAMENTAL HINGE ASSORTMENT WITH CABINET



NEW BRITAIN, CONN., U.S.A.

An up-to-date method for up-to-date dealers
to sell up-to-date Hinges.

*One of these cabinets on your counter will
put additional profits in your pocket.*

THE STANLEY WORKS

New Britain, Conn.
New York Chicago



I WANT SOME OF
THE BLACK SHELLS

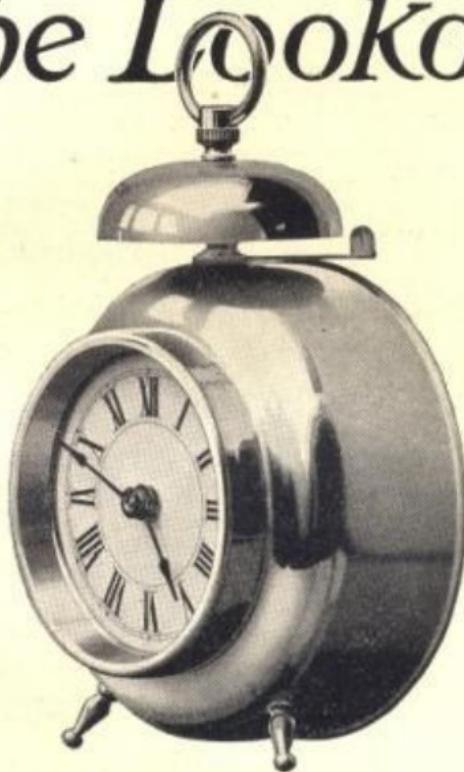
When a customer asks for the latest improvements in Shot Gun Ammunition, tell him about the **NON-MERCURIC PRIMER**, the **large flash passage** and superior water-proofing of the **BLACK SHELLS**.

Send for book about shells.

U. S. CARTRIDGE CO.
Lowell, Mass., U. S. A.

The Gimlet

The Lookout



"It Rings for a dollar."

IT'S less than six months since the Lookout has been placed on the clock market, but in these six months, it's already proved the biggest alarm clock success that has ever been known in the dollar line.

Born with everything in its favor—quality, looks and cost—sold at a fixed price of a dollar apiece—happily designed and happily trade-marked.

It has given the trade a standard product at a standard price, it has done away with useless price cutting, it has established a living profit for the retail dealer.

There are now 1,500 Lookout made every day in the week and every one comes with a dollar tag, packed in an attractive box, every dozen in a display carton with eye-catching show-cards and colored posters.

On an order for 24 you can get your name printed on the dials free of charge. Order either way from your wholesaler or the *Western Clock Co.*, at La Salle, Illinois (*Westclox*.)

The Gimlet

IF YOU CONTEMPLATE
GETTING OUT A

Hardware Catalogue

WRITE TO US.

WE ARE THE LARGEST AND
BEST EQUIPPED PLANT IN
AMERICA FOR COMPILING
AND PUBLISHING HARDWARE
" " CATALOGUES. " "

WOODWARD & TIERNAN
PRINTING COMPANY
ST. LOUIS U.S.A.

"GOOD SERVICE"

Has been for many years our house motto.

THIS motto may be as meaningless as the pounding of a dancing Iggorete on a bronze gong.

On the other hand these two words may be made to carry a meaning of deep and special significance to our customers, salesmen and employes.

The house spirit—the real desire to serve our patrons—the sincerity of our efforts—the intelligence, experience and energy we put behind this motto will give the words their full and lasting impression.

Words count for nothing. It is the association back of the characters that gives them meaning in the human mind.

Original—that out by

Mike Kinney

Teamster and Editor.



Dink Hale

A MESSAGE FROM THE
HARDWARE MERCHANT